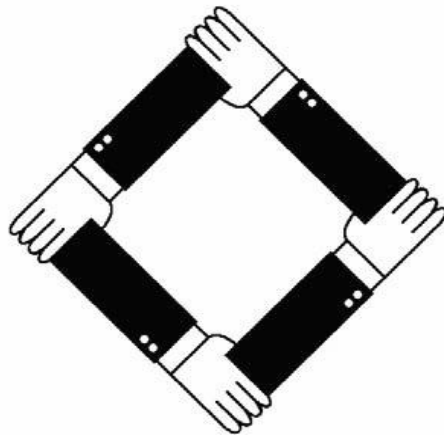


P.A.C.E. Coalition
Partners Allied for Community Excellence

**COMPREHENSIVE
COMMUNITY
PREVENTION PLAN**



A comprehensive plan to reduce underage alcohol related motor vehicle fatalities in Elko County.

May 2008

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ABOUT P.A.C.E. COALITION

P.A.C.E. Coalition, formed in 2001, is a 501(c) 3 non-profit, grant-funded alliance of public and private sectors. We use the combined strengths of educators, parents, law enforcement, business owners, faith based institutions, and community members to strengthen the character and competencies of Elko County youth and families.

By definition, a community coalition begins when individuals, in previously unrelated groups, come together to build a better community. Research indicates that a “systems approach” can be significantly more effective than classroom education alone. Coalitions who follow a written strategic plan that includes measurable objectives are significantly more likely to report having a direct impact on reducing substance abuse and other problem behaviors. This Comprehensive Community Prevention Plan details P.A.C.E. Coalition’s structured, planned approach to reducing underage alcohol related motor vehicle fatalities in Elko County.

P.A.C.E. COALITION VISION STATEMENT

To create an environment in Elko County where every person is supported by family, peers, and the community and where every individual will receive all that he or she needs to become safe, healthy, substance-free, educated, and a contributing member of the community.

P.A.C.E. COALITION MISSION STATEMENT

To engage people from every sector of Elko County to form a community alliance for healthy youth and families that focuses on strengthening the character and competencies of our youth and families.

GEOGRAPHIC AREA SERVED

Our service area is Elko County, Nevada, with a population of 47,114 (NV State Demographer 2006 Estimates). The county is classified as micropolitan and includes tribal areas. It covers 17,179 square miles in two time zones and borders Idaho to the North and Utah to the East. The largest city, Elko, is located along I-80, a major travel route. Elko lies 290 miles east of Reno, Nevada, 230 miles west

of Salt Lake City, Utah, and 255 miles south of Boise, Idaho. Our primary area of service includes the following communities: Elko, Spring Creek, Carlin, Jackpot, West Wendover, Wells, and Owyhee. P.A.C.E. supports a holistic approach to substance abuse prevention that meets the needs of all ages and racial/ethnic groups.

MEMBERSHIP

P.A.C.E. Coalition collaborates with approximately 400 coalition members representing multiple sectors of the community that are all vitally interested in learning about prevention and healthy communities in Elko County. We consider anyone interested in reducing the negative effects of substance abuse and learning about prevention as prevention providers. We think parents, teachers, grandparents, neighbors, health providers, law enforcement, civic leaders, elected officials and business owners are all potential prevention providers and are capable of learning about prevention and integrating it into their relationships with young people. We strive to increase Elko County prevention providers at all times.

STEP ONE: ASSESSMENT

A. ASSESSMENT OF DATA:

The primary focus of our assessment was on risk factors associated directly with underage alcohol abuse, intoxication, binge drinking and alcohol-related motor vehicle fatalities within Elko County. Research confirms that when certain characteristics or risk factors occur more frequently in a young persons' life, it increases the probability of that young person becoming involved in the following five problem behaviors: alcohol, tobacco and other substance abuse, delinquency, violence, teen pregnancy and poor academic performance. P.A.C.E. Coalition, utilizing a compilation and analysis of local, state and national data, and the data from local focus groups has identified Elko County's prioritized risk factors as low enforcement of alcohol laws, easy social access to alcohol (parties, peers, family, social events), low perception of risk and frequent promotion of alcohol. These prioritized risk factors affect the youth of Elko County in a variety of ways and can only be overcome synergistically through the efforts of all community sectors.

The attitudes and policies held by a community or family about substance abuse and crime are communicated in a variety of ways: through laws and written policies, through normal social practices or social norms, through business behavior, seemingly acceptable promotional activities or behaviors and through the expectations of parents and other community members of young people. Youth are at higher risk to become involved in the use and abuse of alcohol when laws, community standards, social norms, and business practices are favorable or unclear toward its use.

1. The Low Enforcement of Alcohol Laws:

P.A.C.E. Coalition believes that Elko County law enforcement strives to meet the needs of a fast growing population and vast geographic area. However, there is an ever-present challenge of sufficient law enforcement personnel to meet the demands within the county.

Elko County is the fourth largest county in the United States with seven isolated communities dispersed over 17,179 square miles. Maintaining adequate law enforcement officers necessary to enforce existing alcohol laws considering the enormous geographic size of the county has been a continual challenge. The officer deficiency is further compromised by the growing number of community-sponsored events and celebrations that are centered on alcohol use such as the Wine Walk, Pub Crawl, the Motorcycle Jamboree, and Christmas Parade of Lights to name a few.

2. Easy Social Access to Alcohol (Parties, Peers, Family)

The social availability or perceived availability of alcohol within Elko County is also a risk factor within the County. Elko County's "24-hour lifestyle" is a contributing factor in the availability of alcohol. Supermarkets, convenience stores, bars, casinos are open 24 hours a day, 7 days a week, with most selling alcohol and tobacco. Furthermore, alcohol is easily accessible within the community at restaurants, beauty salons, sporting events and various community events. People can access alcohol at any hour, of any day, with little or no inconvenience for their own consumption or at the request of underage youth in Elko County.

The Nevada statewide convenience survey conducted in June 2007 reflects 83% of the Elko County residents surveyed believe that it is "very easy" or "easy" for underage youth to obtain alcohol. Further analysis reveals that those surveyed believe that 76% of underage youth get their alcohol from friends and 37% from parents and family members. When considering how young adults and underage

youth obtain alcohol, research data obtained from the 2005 Elko County YRBS indicates that 60.4% of middle school students and 24.2% of high school students who have had an alcoholic drink get their alcoholic beverages from home. In 42.7% of the time, parents knowingly supplied their middle school students' with alcohol and in 14.8% of the time, the parents of high school students knowingly supplied alcohol to their underage children.

Additionally, the Elko County community norms survey conducted in September 2006 reflects that 83.3% of the respondents believe that alcohol, tobacco and other drugs are generally available at most local community events. Special event liquor licenses, the cost of which is nominal and are available to any merchant or individual desiring one, allow the purchaser to serve alcoholic beverages at parades, festivals, conventions, picnics, and other community events. These temporary liquor licenses require no beverage server training or any other training in the laws of legal alcohol service.

In summary, if a young person perceives that alcohol is readily available in their community, regardless of how available it actually is, that young person is at higher risk of using and abusing. Further, when parents condone or participate in substance use and actively encourage alcohol use, they reinforce the message that alcohol use and abuse is an acceptable behavior.

It is clear from current data that community residents do not believe there is much difficulty in youth obtaining alcohol from any source.

3. Low Perception of Risk

How adults and youth view alcohol and its effects also influences a child's drinking behavior, including whether they begin to drink and how much. An adolescent who expects drinking to be a pleasurable experience that holds little or no risk of harm is more likely to drink than one who does not. An important area of alcohol research is focusing on how expectancy influences drinking patterns from childhood through adolescence and into young adulthood. An individual's initial belief about alcohol, its inherent risks and implied rewards, is established before a child begins elementary school. Generally, young children view alcohol negatively and see drinking as bad, with adverse effects. By about age 13, however, their expectancies shift. Youth are bombarded by alcohol advertising, peer pressure, family influences to consume alcohol and often times a poor self-image. They begin to view alcohol use as a positive and desirable activity that appears to improve relationships and self-image. Youth who begin using alcohol will generally consume more drinks while with friends and partake in binge drinking.

According to the 2007 YRBS results for Elko County high school students, approximately 35% of youth admit to partaking in binge drinking on a monthly basis. In addition, as would be expected, adolescents who drink the most also place the greatest emphasis on the positive and arousing effects of alcohol.

The low perception of risk in choosing to partake in alcohol use is further reinforced by poor family management practices including a lack of clear expectations for behavior, failure of parents to monitor or actively supervise their children, and imposing excessively severe or inconsistent punishment. Family functioning, structure, and values have a significant impact on children's capacity to develop positive social skills and cope with life's challenges.

Additionally, underage youth and young adults who drink are more at risk to be victims of violent crime, to be involved in alcohol related traffic accidents, to make poor decisions because of impaired judgment, and to have serious school-related problems. Alcohol use is also linked with youthful death by drowning, suicide, and homicide. Teens that use alcohol are more likely to become sexually active at earlier ages, have sexual intercourse more often, and to have unprotected sex more than teens that do not drink. Forty-seven percent of people who begin drinking before the age of 14 become dependent on alcohol at some point in their lives, compared with 9% of those who began drinking at age 21 or older. (Archives of Pediatrics and Adolescent Medicine)

4. Frequent Promotion of Alcohol

America's youth are overwhelmed with mass media messages. Before graduating high school, students will spend about 18,000 hours in front of the television — more time than they will spend in school.¹ During this time they will watch about 2,000 alcohol commercials on television each year.² Alcohol advertisements reach youth not only through television, but also through other varied media, such as billboards, magazines, and sports stadium signs. In all, youth view 45% more beer ads and 27% more liquor ads in magazines than do people of legal drinking age.³

Alcohol advertisements overwhelmingly connect consumption of alcohol with attributes particularly important to youth, such as friendship, prestige, sex appeal and fun.⁴ It is telling that youth report alcohol ads as their favorite ads, especially when so many different products vie for their attention. These compelling advertisements become the new teachers of youth. One study found, in fact, that 8-12 year olds could name more brands of beer than they could U.S.

presidents.⁵ It is not surprising that underage drinkers consume about 25% of all alcohol in the United States.⁶

Following are additional quick facts on the use of alcohol in Elko County middle and high school students based upon results from the 2005 compared to the 2007 Elko County YRBS:

	Middle School		High School	
	2005	2007	2005	2007
Youth who have had at least one alcoholic beverage in their lives.	58.4%	48.1%	74.7%	78.3
Students who had their first alcoholic beverage before the age of 13.	44.9%	37.3	34.6	33.8
During the past 30 days, underage youth who consumed an alcoholic beverage.	50.0	Data Not Available*	48.5	48.0
During the past 30 days, Youth who consumed 5 or more alcoholic beverages in a row within a couple of hours.	19.0	Data Not Available*	35.3	35.7
Rode in a vehicle driven by someone who had recently consumed alcohol.	23.7	38.2	34.0	27.2
Driven a vehicle after consuming alcohol.	5.7	Data Not Available*	15.7	12.4

*2007 YRBS survey did not include this question for Middle School youth.

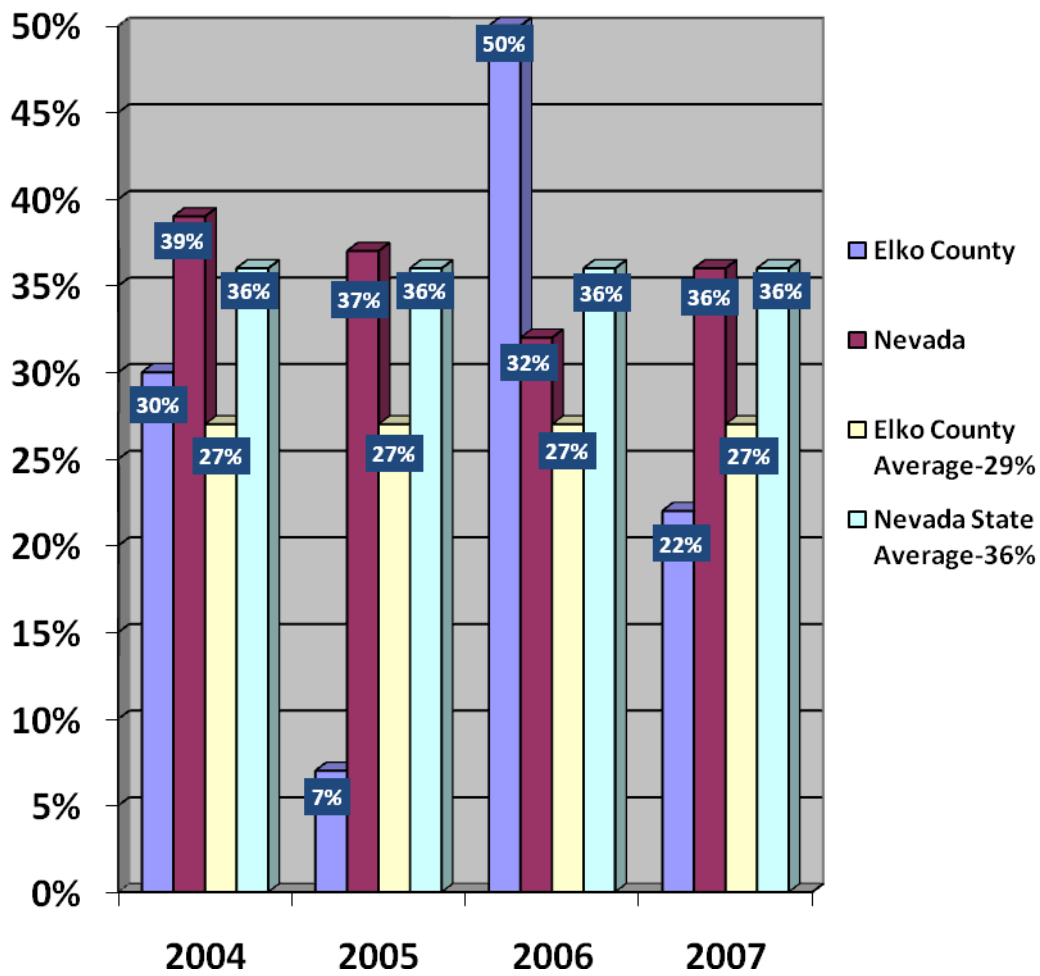
As noted earlier, favorable community attitudes toward the use of alcohol, parental expectations or the lack of clear communication of the expectations of youth can further encourage the use of alcohol as shown by the latest data in the 2003, 2005 and 2007 Elko County YRBS:

Statement of Belief	High School Students		
	2003	2005	2007
How would your parents/guardian feel if you had five or more drinks of alcohol in a row?	Approve, Don't care or Not Sure	Approve, Don't care or Not Sure	Approve, Don't care or Not Sure
	19.1	19.1	Not Available*
How would your parents/guardian feel if you attended a party where alcoholic beverages were available?	Approve, Don't care or Not Sure	Approve, Don't care or Not Sure	Approve, Don't care or Not Sure
	32.2	29.6	33.3

*2007 YRBS survey did not include this question.

Elko County traffic fatalities resulting from drivers driving under the influence of alcohol compared to total traffic fatalities has been volatile over the past four years ranging from a low of 7% in 2005 to a high of 50% in 2006. Comparing Elko County figures to the State of Nevada figures, traffic fatalities resulting from drivers driving under the influence of alcohol has ranged from a low of 32% to a high of 38%. Averaging these figures, Elko County alcohol related traffic fatalities averages 27% of all traffic fatalities, significantly lower than the State average of 36%. On a national average, in 2005 Nevada ranked 8th in the nation for alcohol related traffic fatalities.

PERCENTAGE OF ALCOHOL RELATED TRAFFIC FATALITIES COMPARED TO THE TOTAL ALCOHOL RELATED TRAFFIC ACCIDENTS



http://www.ots.state.nv.us/forms/Nevada_Traffic_Fatality_Charts.pdf

B. ASSESSMENT OF COMMUNITY INFRASTRUCTURE:

The goal of a community infrastructure assessment is to identify existing services within the community that are available to impact the target populations prioritized risk and protective factors; identify community readiness, intervening variables, potential barriers to success, and to identify where gaps may exist. Table 1 attached on page 21 lists the prevention programs, activities and services available in Elko County. A majority of these services have either been funded through P.A.C.E. Coalition or P.A.C.E. Coalition has collaborated with various sectors of the community to implement these services.

P.A.C.E. Coalition has seen a substantial increase in prevention services, activities, community collaboration, and awareness over the past several years, but gaps in service still exist for the following target populations:

- ❖ Prevention opportunities for youth, young adults and their families, especially in outlying areas.
- ❖ Children and youth without supervision after school.
- ❖ Prevention services for Hispanic youth and families, especially in Wendover and Jackpot.
- ❖ Prevention education for parents and community members regarding alcohol use and abuse, binge drinking, and the hazards of drinking and driving.

Potential Barriers: The most prevalent barrier to the success of P.A.C.E. Coalition in implementing an effective prevention strategy is the existence of long standing social norms within the community. These social norms highlight the risk factors that encourage abusive drinking through easy access to alcohol, reinforce a low perceived risk of physical personal harm or of getting caught and continual media promotion of alcohol related functions. We will overcome this barrier by continued efforts to educate and inform the youth and adults, the community leaders, and business entities about the dangers, risks and hazards of high-risk alcohol consumption that often result in alcohol-related motor vehicle fatalities. P.A.C.E Coalition will focus on engaging the County's key stakeholders, long-standing partnerships already established within the community and our growing coalition members.

Level of Readiness. P.A.C.E. Coalition conducted key leader interviews in 2006 in the communities of Carlin, Elko, Jackpot, Owyhee, Spring Creek, Wendover and Wells. Key Leader interviews assess the community's level of

readiness to accept and support substance abuse prevention programs. Scores from the key leader interviews reflect a stage of “preplanning”. The preplanning stage is indicative of a community that knows or perceives there is a local problem with substance abuse, something should be done about it, but for the most part, nothing has been implemented. Ideas about the cause of substance abuse or risk factors tend to be stereotyped. There are identifiable leaders and there may be a committee, but no real planning yet.

P.A.C.E. continues to educate the communities in Elko County increasing public awareness of the dangers of alcohol, tobacco and other substance abuse in anticipation of all the small communities reaching the “preparation phase” prior to the year-end of 2008. The “preparation phase” functions under an active and energetic leadership who is seeking funding of programs, implementation of programs on a trial basis, and all planning activities would be based upon practical details. Leadership would conduct educational outreach programs open to the general public, community leaders and local sponsorship groups on prevention programs, goals, staffing requirements and other start-up aspects of programming. Additionally, an environmental strategy would be initiated to bring awareness to the community on the affects of high risk alcohol consumption. Thus far, the City of Elko is the only community that has surpassed stage 5 and has progressed mid-way between stage 6 and 7. Stage 6 is the “Initiation” stage where there are programs running, but they are generally trial programs; staff is being trained; and there is still great enthusiasm because limitations and problems have not yet been experienced. Stage 7 is the “Institutionalization and/or Stabilization” stage. Successful programs, experienced staff, established funding that allows for the implementation of an action plan, some routine tracking of prevalence of various problems, and the support of administration are all characteristics of stage 7. P.A.C.E. Coalition is optimistic that the City of Elko will continue to progress fully to stage 7.

STEP TWO: CAPACITY

P.A.C.E. Coalition’s capacity can be measured by the ability to mobilize, train, and engage key stakeholders, partners, community leaders, and service providers to insure sustainability of activities and prevention practices within the community.

P.A.C.E. has greatly increased its prevention capacity within the county by reaching out to multiple sectors of the community in a number of ways including coalition meetings, public forums, prevention literature distribution, media

campaigns, educational outreaches, participation in community activities, and executive advisory board memberships. We maintain contact with coalition members via email and faxed communications and occasionally through the mail. We identified and conducted key leader interviews in each of the seven Elko County communities face-to-face and learned their perceptions of substance abuse problems within their communities. We also gathered ideas for addressing the problems.

Key Stakeholders: P.A.C.E. Coalition has developed a strong working relationship with all the law enforcement agencies of Elko County including the Elko, Carlin, West Wendover City Police, the area Tribal Police, the Elko County Sheriff Department, the Juvenile Probation Department, the Juvenile Detention Center, and the Nevada Highway Patrol. Northern Nevada Associates DUI School and the Elko County School District (ECSD) are also key stakeholders within the community who, along with law enforcement, will prove to be valuable assets in the implementation of sustainable prevention efforts.

We look for training opportunities and encourage our stakeholders to attend. We also look for local and online training courses that will provide continuing education units without the stakeholders having to travel outside the area to update their professional competency. Additionally, we provide current substance abuse prevention research, literature and science-based programs.

The P.A.C.E. Executive Director and/or staff serve on the following committees and/or advisory boards: Great Basin College Student Organization Leaders Committee, ECSD Healthy Youth Summit Steering Committee, Community Leaders Against Meth (CLAM) , Wells Task Force, Jackpot Task Force, Northeastern Nevada Coalition on Oral Health, Wendover Resource Task Force, Communities in Schools, Division of Child and Family Services (DCFS) Child Protection Team, DCFS Community Council, Nevada Faith-Based Women's Executive Council, Statewide Partnership of Coalitions, Nevada Faith Based Executive Board, Safe Kids Steering Committee, Suicide Prevention Team and the Rural Regional Providers. These partnerships provide opportunities for networking and collaboration. In addition, the Executive Director has an opportunity to assist these groups in recognizing risk factors and social norms within the community and their organizations that increase the likelihood of substance abuse. The Executive Director also works with leaders and members in these organizations in understanding and implementing Search Institute's 40 Developmental Assets for increasing youth protective factors.

Community Partners: P.A.C.E. Coalition has built an extensive network of partners throughout the County who provide resources and assistance.

- We partner with Great Basin College to sponsor satellite audio teleconferences and video broadcasts highlighting the dangers of substance abuse, and the prevention and recovery from substance abuse. We also partner with Great Basin College and the Elko County School District throughout the year educating and informing the students, faculty, parents and community members at various national and local events like Red Ribbon Week, Love Your Body Week, National Night Out, local health fairs and other activities which promote healthy choices and prevention.
- We partner with the Blach Distributing, law enforcement and other alcohol retail vendors, outlets and distributors to host Responsible Beverage Server Training. We conduct these trainings on a regular basis within the various communities to educate and inform alcohol vendors of the laws, liability and consequences to the server and to the business entity, and the statistics related to high-risk alcoholic consumption.
- We partner with the Elko Motorcycle Jamboree Committee and law enforcement to reduce underage drinking at the Motorcycle Jamboree held annually during the month of June.
- We partner with local media resources including newspaper, radio, television and newsletters, producing environmental strategy campaigns aimed at increasing community awareness and to remind people about the dangers of underage drinking.
- We partner with the Elko County School District in funding and implementing the Healthy Youth Summit. The Healthy Youth Summit is a two-day event reaching approximately 2500 middle and high school students, numerous community leaders, educators and parents. It is an opportunity for the students to learn more about making healthy decisions including substance abuse prevention and quality lifestyle choices. Adults learn how to positively affect the youth within our community, be it their own child or neighborhood youth.
- We partner with more than 15 entities that serve as literature distribution sites throughout Elko County. These sites are routinely restocked with new literature.
- We partner with approximately 400 Coalition members representing multiple sectors of the community that are all vitally interested in learning about prevention and healthy communities in Elko County. P.A.C.E supports any individual in the community who cares about reducing the negative effects of substance abuse are prevention providers. We believe that parents, teachers, grandparents, neighbors, business owners, etc., are all capable of learning about prevention and integrating it into their relationships with young people. We strive to increase Elko County prevention providers at all times.
- We partner with the Nevada Highway Patrol, the Elko Police Department and the Elko County Sheriff Department to promote the use of the DUI simulator. The

simulator will effectively demonstrate the hazards of drinking alcohol and driving. The successful implementation of this simulator will increase awareness of the impact alcohol has on a person and the increased potential for fatalities because of alcohol consumption.

Community Resources: Facilities and equipment necessary for building on the existing prevention infrastructure are already in place. P.A.C.E. has at its disposal the use of the facilities, equipment and technology at Great Basin College, area public schools, faith-based organizations, various public buildings and private collaborative businesses. Many of the P.A.C.E. sponsored activities are conducted in a social services community center that houses three other non-profit agencies including P.A.C.E. Coalition. We have obtained the necessary equipment to conduct the Beverage Serving Training including a PowerPoint presentation and Age ID wristband machine. Finally, P.A.C.E. has adequate technological equipment and the staff has completed the necessary training and education to promote readiness, cultural responsiveness, leadership, data collection, monitoring, and evaluation of outcomes.

We work with substance abuse prevention youth leadership teams in Elko County schools and communities. We support Elko County School District nurses, Elko County School District elementary schools, health and home economics instructors at Elko Junior High School, Spring Creek Middle School and the Carlin Combined Schools as they add substance abuse prevention to their curriculum. We also provide ideas and support for school-wide prevention activities such as Kick Butts Day, Red Ribbon Week and Tar Wars, which address tobacco, alcohol and other drug use.

We also distribute substance abuse prevention literature at community events, such as fairs, expos, summits, focus groups, and educational functions throughout Elko County.

We host several community forums throughout the year and conduct ongoing media and publicity campaigns aimed at increasing community knowledge about substance abuse and prevention.

Sustainability: P.A.C.E. Coalition currently receives funding from various local, State and Federal grants. We continue to seek and apply for grants that are applicable to our mission of creating a healthy community...whatever it takes.

STEP THREE: PLANNING

P.A.C.E. Coalition, in an attempt to address the gaps in resources and services offered to youth and young adults within Elko County, developed broad strategies and plans that will assist in the development and implementation of prevention services.

Our primary strategies for making positive change through reducing underage alcohol use and abuse resulting in motor vehicle alcohol related fatalities in Elko County are as follows:

Strategy #1: Increase enforcement of alcohol laws already in place.

Objective 1: Increase law enforcement presence at community events.

- Increase social event monitoring and compliance in collaboration with local law enforcement.
- Continue our environmental strategies campaign to increase awareness of law enforcement presence within the community and the consequences and laws regarding underage and young adult alcohol use and abuse, DUI, MIPC and or MIP.

Objective 2: Implement use of the age ID wristband machine at community events where alcohol is being served.

- Actively check age identification for alcohol sales at all community events where alcohol is available.

Objective 3: Increase active Alcohol Enforcement Team officers.

- Provide incentives to increase interest in active officer membership of the Alcohol Enforcement Team.
- Develop community awareness for need to enhance and/or expand Alcohol Enforcement Team.

Strategy #2: Reduce Easy Social Access to Alcohol.

Objective 1: Decrease the easy accessibility of alcohol to underage youth at community/social events.

- Implement use of age/ID wristband machine at community events where alcohol is being served.
- Increase awareness of the dangers of underage and young adult drinking and driving through an active media campaign.

Objective 2: Increase occasions to educate adults on the consequences of supplying alcohol to minors in social situations.

- Increase community awareness and education about underage drinking laws and the consequences of supplying underage youth with alcohol.
- Increase awareness of the dangers of underage and young adult drinking and driving through an active media campaign.

Strategy #3: Increase Perception of Risk of Alcohol Use Among Underage Youth

Objective 1: Increase educational instruction within the community to educate adults on the risks of underage alcohol use.

- Increase awareness of the dangers of underage and young adult drinking and driving through an active media campaign.
- Increase the collaborative efforts with law enforcement to deter drinking and driving through providing education, trainings and support.
- Increase adult awareness and knowledge of potential risks related to underage alcohol use and abuse.
- Promote and support healthy alternative activities within the community to reduce idle and unsupervised time among youth.
- Increase opportunities available for parents to improve parenting skills, asset building with area youth and positive lifestyle modeling.

Objective 2: Increase the perception of being arrested and other consequences for underage drinking.

- Continue to develop and expand the Alcohol Enforcement Team providing law enforcement presence at community events and other social gatherings.
- Increase awareness of the risks of underage and young adult drinking and driving through an active media campaign.
- Increase awareness of the risks of underage and youth alcohol consumption through environmental prevention strategies.

Strategy #4: Reduce Media Impact of Alcohol Promotion Among Underage Youth.

Objective 1: Increase media literacy training to underage youth.

- Increase awareness of advertising tactics to lure underage youth into risky behavior through media literacy education.
- Increase parental awareness and knowledge of media tactics and its impact on community youth.
- Increase community awareness of P.A.C.E. Coalition's Resource Library.

These strategies are relevant, appropriate, and effective to meet Elko County's needs and address the underage alcohol use and abuse problem in the county. Additionally, P.A.C.E. will assure the activities are culturally appropriate to the intended audience. Our goal is to deliver prevention education and messaging to multiple sectors of the population utilizing multiple strategies.

We will seek out collaborative partners with an interest in, and understanding of, substance abuse prevention when we begin to implement these strategies. P.A.C.E. refrains from implementing activities without the collaboration of at least one partner agency. Examples of community collaborated events in the past include the Healthy Youth Summit, Juvenile Detention Center partnership, Safe Kids Symposium, National Night Out, health fairs, puppet shows at area preschools and grammar schools, Lifeskills program at the Boys and Girls Club, the Elko Motorcycle Jamboree, and the Native American Meth Symposium.

STEP FOUR: IMPLEMENTATION

P.A.C.E. Coalition serves Elko County by sustaining a community prevention system and coordinating implementation of the plan through our community partners. The coalition identifies community partners to implement programs and services that meet the priorities for youth and families as outlined in the prevention plan. The coalition works with community partners to leverage, access, manage and distribute resources for implementation of the plan. Additionally, the coalition provides assistance to community partners with training, data management, resource reporting, evaluation and other assistance as requested. Implementation priority is given to model programs and services targeting our prioritized risk and protective factors. Attention is given to program fidelity as well as adaptations to appropriately address cultural and other unique considerations of the diverse populations identified in this plan. The coalition may support additional programs and services as necessary to meet the changing needs of the youth and families of Elko County.

Several examples of successful program implementations are as follows: The SMART Moves program at the Boys & Girls Club of Elko was a P.A.C.E. funded program through the State Incentive Grant. Thanks to energetic leadership, it has attracted a large number of enthusiastic participants. A representative from the Elko County Juvenile Probation Dept. observed some sessions of the program. He was so impressed with the program that he made arrangements for it to be implemented for juveniles detained at their facility. We believe that the successful implementation of this program has not only reduced potential for substance abuse

among participants, but has also had a positive impact on the community and on the Boys & Girls Club organization.

P.A.C.E. has identified community leaders and is developing task forces to address substance abuse issues in Wells, Wendover, Jackpot, and Owyhee. Wells currently maintains Elko County's most active and successful community task force. The Wells Task Force was started in October of 2005 and continues to grow stronger each year. The benefits of an established community task force were seen following the 6.0 magnitude earthquake which hit Wells in February of 2008. The community was able to bounce back and quickly adjust to the misfortune, a true example of resiliency in action.

We continue to collaborate with law enforcement in West Wendover to implement prevention activities within the area school. P.A.C.E. recently began funding Project MAGIC (Making A Group and Individual Commitment by Changing Lives and Shaping Futures) program in West Wendover, Elko and Spring Creek. The MAGIC program addresses a high-risk audience providing after-school programming for juvenile offenders and their parents or other support persons. Wendover Resources Council serves as a P.A.C.E. task force and meets regularly.

P.A.C.E. has provided literature and educational information to Owyhee for the past several years. Community members continue to work on establishing a substance abuse prevention task force. We will work with them and provide mentoring as necessary. We will continue to partner with the schools, preschools and HeadStart programs to provide substance abuse literature and participate in any educational opportunities, annual health fair and other community events as they become available.

The LifeSkills program for students in the Boys and Girls Club is currently being taught to all students ages 5 through high school. Additionally, we have been successful in implementing a substance abuse prevention program at the Elko Juvenile Detention Center. Youth are generally high-risk students who can greatly benefit from these educational opportunities.

P.A.C.E. has been striving to establish a community task force in Jackpot. The distance between Elko and Jackpot (145 miles one way) makes this extremely challenging, but we will continue to encourage the formation of a task force and its activities whenever and however possible.

STEP FIVE: EVALUATION

P.A.C.E. follows an evaluation plan designed to capture both outcome and process measures. Outcome evaluation measures actual rates of substance abuse throughout Elko County. We use two sources of primary outcome data: the Youth Risk Behavior Survey (YRBS) and State Incentive Grant program participant surveys. We refer to archival data, such as arrest, hospitalization and traffic citations to measure the consequences of youth adult and underage alcohol use, binge drinking and alcohol related motor vehicle fatalities.

Process evaluation is intended to help the coalition determine the effectiveness of its efforts. We measure items such as coalition membership, community perceptions of coalition work, and coalition capacity. We also utilize, among other things, a Community Norms Survey, a Youth Worker Survey, and exit surveys administered at events. We will use the services of an external evaluator as well as analyze the data in-house using SPSS software.

LONG-TERM GOALS AND OUTCOMES
(YRBS High School Frequency Tables)

	2001 n=356	2003 n=266	2005 n=268	2007 N=546	2009 Goal
Community Laws, Parental Attitudes and Norms Favorable Toward Alcohol Use.					
Decrease the number of students who, in the past 30 days, drove a car or other vehicle when they had been drinking alcohol.	19.2%	21.8%	15.7%	12.4%	12%
Decrease the number of students who, during the past 30 days, rode 1 or more times in a vehicle driven by someone who had been drinking alcohol.	36.4%	35%	34%	27.2%	25%
Decrease the number of students who usually get the alcoholic beverages they drink by asking an adult to purchase it.	10.8%	11.7%	10.2%	15.4%	9.5%
Decrease the number of students who usually get the alcoholic beverages they drink from home with parental knowledge.	13.6%	12.4%	9.5%	Not Available*	8.0%
Decrease the number of students who report that parents would “approve” or “wouldn’t care” if student had 5 or more drinks of alcohol in a row.	18%	13.9%	14%	Not Available*	11.2%

Decrease the number of students who report that parents would “approve” or “would not care” if student attended a party where alcohol was available.	24.3%	23%	20.4%	Not Available*	18%
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	2001 n=356	2003 n=266	2005 n=268	2007 N=546	2009 Goal
Family Management Problems					
Increase the number of students who report that parents or adults they live with know where they are and who they are with “most” or “every” time when they are away from home.	76.8%	77.5%	75.8%	80%	80%
Decrease the number of students who think people have “no” or only “slight” risk of harming themselves if they have 5 or more drinks of alcohol in a row.	26.5%	26.5%	28%	Not Available*	25%
Academic Failure Beginning in Elementary School					
Decrease the number of students who report receiving “Mostly D’s or F’s” in school.	6.7%	4.5%	5.6%	5.4%	4.0%
Increase the number of students who report receiving “Mostly A’s or B’s” in school.	59.7%	65.1%	66%	66.2%	69%

	2001 n=356	2003 n=266	2005 n=268	2007 n=546	2009 Goal
Early Initiation of the Problem Behavior					
Decrease the number of students who had their first drink of alcohol other than a few sips before age 13.	43.4%	34.6%	34.6%	33.8%	30%

Problem Behavior					
Decrease the number of students reporting they have ever used alcohol.	83.3%	82.8%	75.2%	75.5%	70%
Decrease the number of students reporting they have used alcohol during the past thirty days.	56.5%	49.3%	49.8%	48.0%	40%
	2001	2003	2005	2007	2009 Goal
How do you usually get the alcoholic beverages you drink?					
I don't drink alcohol.				52.0%	55.0%
Gave someone money to buy it for me.				15.4%	12.0%
Someone gave it to me.				14.7%	12.0%
Took it from a store or family member.				3.7%	3.0%
Got it some other way.				13.1%	12.0%

*The 2007 YRBS survey excluded these questions.

Table 1
Elko County Substance Abuse
Services, Programs, and Activities

Name of Program/Activity	Target Audience	Organization Implementing
Parenting Wisely*	Families of Pre-Teens/Teens (English and Spanish) in Elko and Wells	Family Resource Center
Parenting Wisely for Foster Families*	Foster Families	Family Resource Center
Project Venture*	13-17 yr. old Native American Youth	Elko Band Alcohol & Drug Program
Challenging College Alcohol Abuse*	College Students	Great Basin College
LifeSkills	Elementary School students	Elko Parks & Rec. Dept.
Towards No Tobacco	Youth ages 5-15	Boys and Girls Club
Leadership and Resiliency*	Wells 9th and 10th graders	Family Resource Center
Children in the Middle*	Families with children impacted by divorce and separation.	Family Resource Center
Tar Wars	5th Grade Students	Elko County Elementary Schools
Youth Leadership Teams	Jr. and Sr. High School Students	Elko Co. School District Employees Elko Co. Sheriff's Cadets
Not On Tobacco (NOT)	High School Students	Spring Creek High School
Teens Against Tobacco Use (TATU)	Jr. and Sr. High School Students	Elko Jr. High School Elko High School Spring Creek High Carlin Combined Schools
Towards No Tobacco**	Youth ages 5-15	Boys and Girls Club
Smoking Cessation	Adults	Northeastern Nevada Hospital
Smoking Cessation	Youth and Adult	Nevada Cancer Institute
Freedom From Smoking**	Adults/Teens	P.A.C.E. and P.A.C.E. Volunteers
Smoking Cessation	Adults (Treatment Patients)	Vitality Center
LifeSkills**	Youth	Boys & Girls Club
Drug Court	Adults and Youth involved with courts	4th Judicial District Court
Teen Court	Youth involved with courts	4th Judicial District Court
Substance Abuse Awareness in the Schools	5 th Grade thru High School Students	Elko City Police Elko County Sheriffs Office
Drug Awareness and Prevention	Wells Community	Wells Substance Abuse Prevention Task Force
Community Meth and Other Substance Abuse Awareness	Students and Adults	Community Leaders Against Meth

Community Watch	Wells Band	Alcohol and Drug Program
Treatment & Education of Substance Abuse (TESA)	Youth-by court order	Juvenile Probation Dept.
Here's Looking At You	Elementary Students	Elko County School District
Community Forums	Community Members	Guest presenters (organized and facilitated by P.A.C.E.)
Making A Group and Individual Commitment (Project MAGIC)***	High Risk Youth and their Parents in Elko, Spring Creek and Wendover	University of Nevada Cooperative Extension
Too Smart to Start	Elem./Junior High Students	Wells Band Guidance House
ALERT	Students violating SA Policy	Elko County School District
Anger Management	Youth ages 8-17	Juvenile Probation Dept.
Foster Grandparent Program	Youth	Juvenile Detention Center
IN-DEP (Drug and Alcohol Education)	Youth	Juvenile Probation Dept.
Community Service Program	Youth	Juvenile Probation Dept.
Girls' Circle	Female Youth	Juvenile Detention Center
Life Skills	Youth ages 14-17	Juvenile Probation Dept.
Baby Think It Over (Teen Pregnancy Prevention)	Sexually Active Teens	Juvenile Probation Dept.
Red Ribbon Week	Students	Great Basin College and area elementary, middle and high schools
Physically Strong Badge	Boys Scouts	Boy Scouts of America
Counter-Drug Education/ Skill Building	School Age Children	National Guard
Community Trials Intervention to Reduce High Risk Drinking*	General Population Elko County	P.A.C.E. Coalition
Parents @ Work Campaign	Parents	P.A.C.E. Coalition
Responsible Beverage Server and Seller Training	Alcohol Sellers and Servers	P.A.C.E. Coalition
NIAA Policies	Elko County Students in Extra Curricular Activities	Elko County School District

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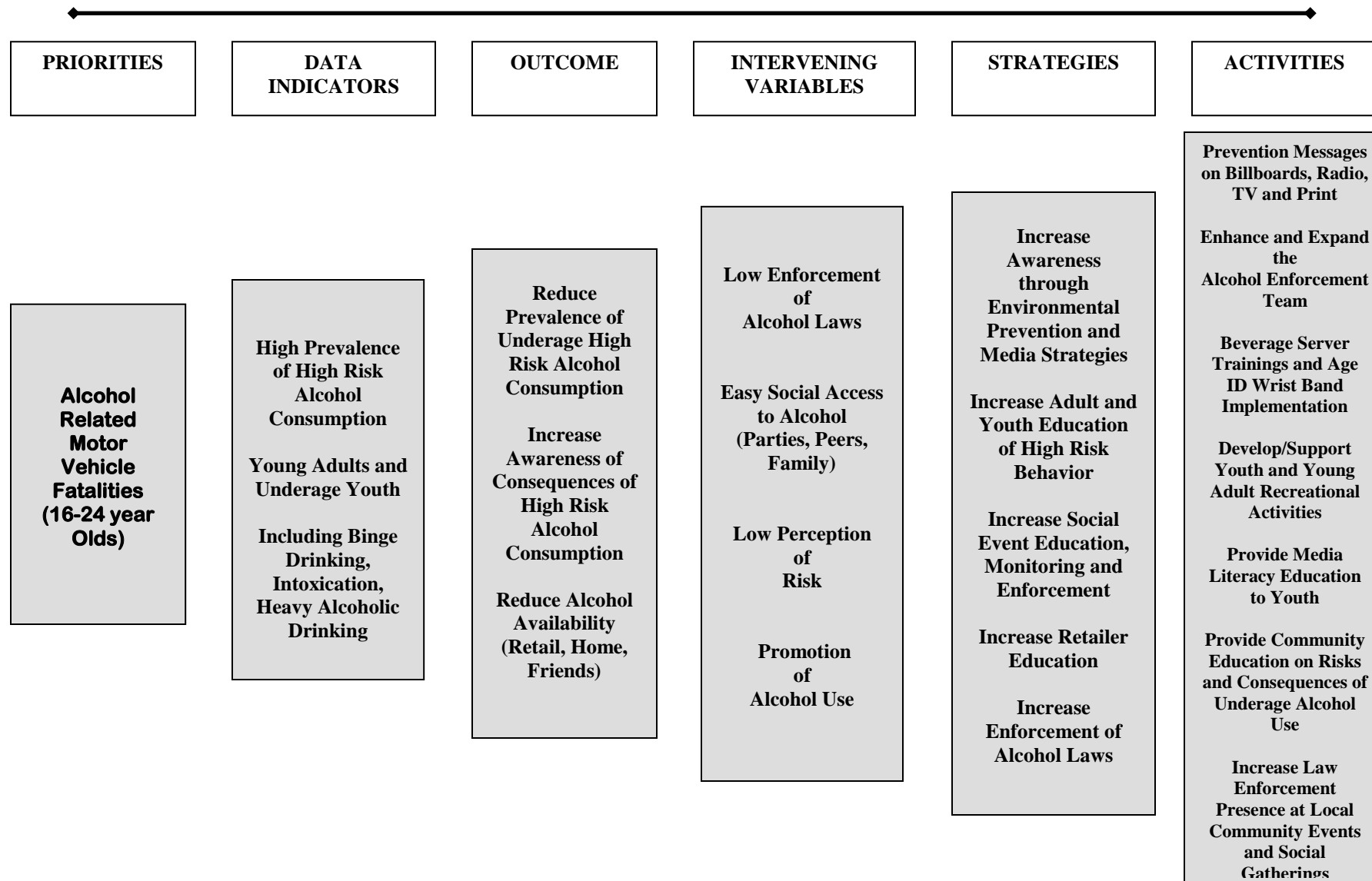
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P.A.C.E. COALITION

LOGIC MODEL: REDUCING ALCOHOL-RELATED MOTOR VEHICLE FATALITIES (16-24 YR. OLDS)

JUNE 2008



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